

# freenet AG

# 2025 Q4/FY & 2028 Ambition

**Analyst and Investor Presentation**

Robin Harries, CEO  
Ingo Arnold, CFO



# Disclaimer

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**Remark:** Due to the rounding of numbers to one decimal place, arithmetical differences may occur in subtotals and totals.

# Business Update

**Robin Harries**

CEO



Group

# freenet becomes more lean, focused, effective

**Q4/FY**  
**25**



## Key strategic moves

- Executive Board streamlined
- Implementation of high-impact sales measures
- mobilezone GER acquisition closed
- AI-first customer value management 2.0

## Key operational highlights

- >300k organic postpaid net adds – all-time high
- waipu.tv adj. EBITDA up to EUR 36m
- Record dividend proposal: EUR 2.07

## Mobile Communications

# Driving mobile market penetration



### New branded shops & partner test launched

- Unlimited mobile & mobilfunk.de
- Relaunch freenet FUNK
- Field test with 1&1 in selected shops

### Performance-orientated brand marketing focused

- Shifting sales marketing measures and budgets
- Enhancing brand recognition
- Relaunch freenet.de

### Acquisition of mobilezone GER

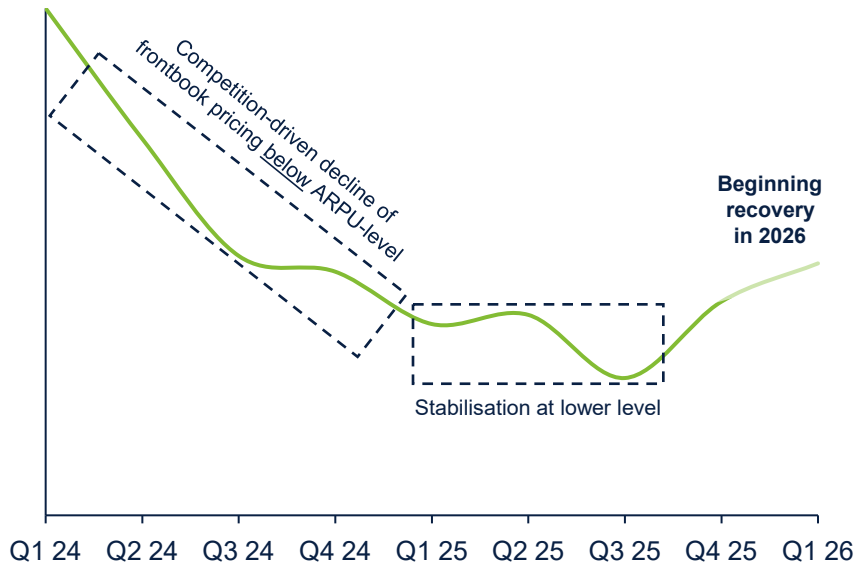
- More brands: Strengthening market position
- More channels: Expand online sales channels
- One organisation: Capturing synergies

## Mobile Communications

# Postpaid-ARPU at freenet is expected to stabilise

## freenet frontbook pricing signals rationalisation

Indexed as of Q1 24



- Frontbook pricing recovering from low point; an upward trend is already visible for 2026
- Stronger emphasis on 'freenet' brand and an industry shift toward 'value over volume' support further stabilisation of frontbook pricing
- Postpaid-ARPU continues to face headwinds in 2026 due to the ongoing phasing-in of lower price points into the base

**FY 25 Guidance:** *moderate decrease*

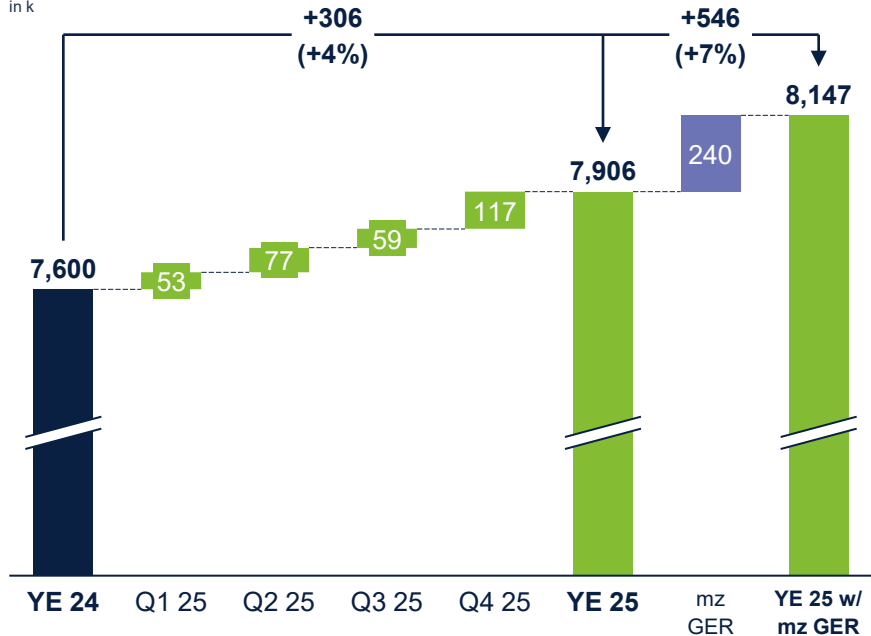
**FY 26 Guidance:** *moderate decrease*

Mobile Communications

# All-time high in postpaid net adds

## Postpaid subscribers

in k



- Brandformance drives growth in FY 25
- Organic postpaid growth of +306k significantly stronger (+68%) than last year (+182k)
- Additionally, 240k net adds by YE 25 resulting from the mobilezone GER acquisition
- Not included: 95k subs from App-based tariffs at YE 25 (YE 24: 112k)

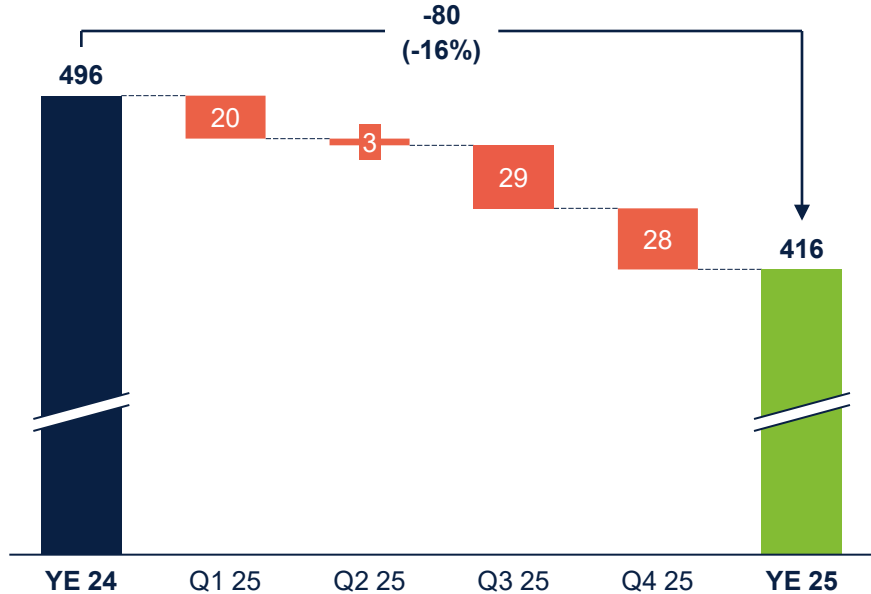
**FY 25 Guidance:** *moderate growth*  
**Outperformed** with noticeable growth

TV and Media

# Media Broadcast part of segment Other/Holding

## freenet TV subscribers

in k



- freenet TV decline continues (FY 25: -80k; FY 24: -87k)
- Stabilization measures have been taken (e.g. price increase, Hybrid TV stick, prolonged content contracts)
- Media Broadcast shifted to segment Other/Holding Q1 26 onwards

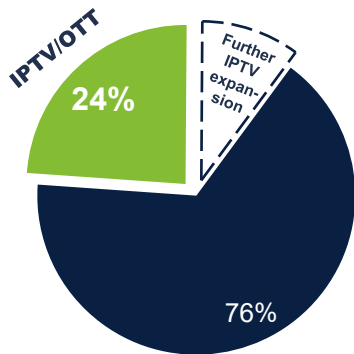
**FY 25 Guidance:** *noticeable decrease*  
**Undershot** *amid declining attractiveness*

## TV and Media

# Strong IPTV market growth continues

### 2025 IPTV market share

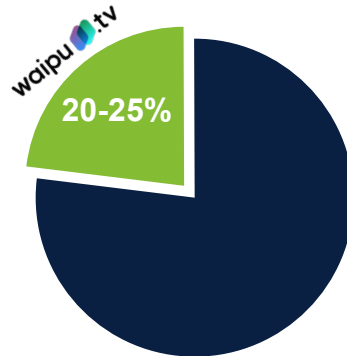
as % of TV households in Germany



**IPTV +50%  
since FY 20**

### waipu.tv market share

as % of IPTV households in Germany



**Stable market  
share in a  
growing market**

### Key insights from research\*

- IPTV/OTT is the only distribution technology growing, whereas cable continuously declines
- Within the IPTV market, waipu.tv is the second biggest player in Germany
- Both continued spread of IPTV and waipu.tv's stable market share indicates future growth potential in relation to the 39m German TV households

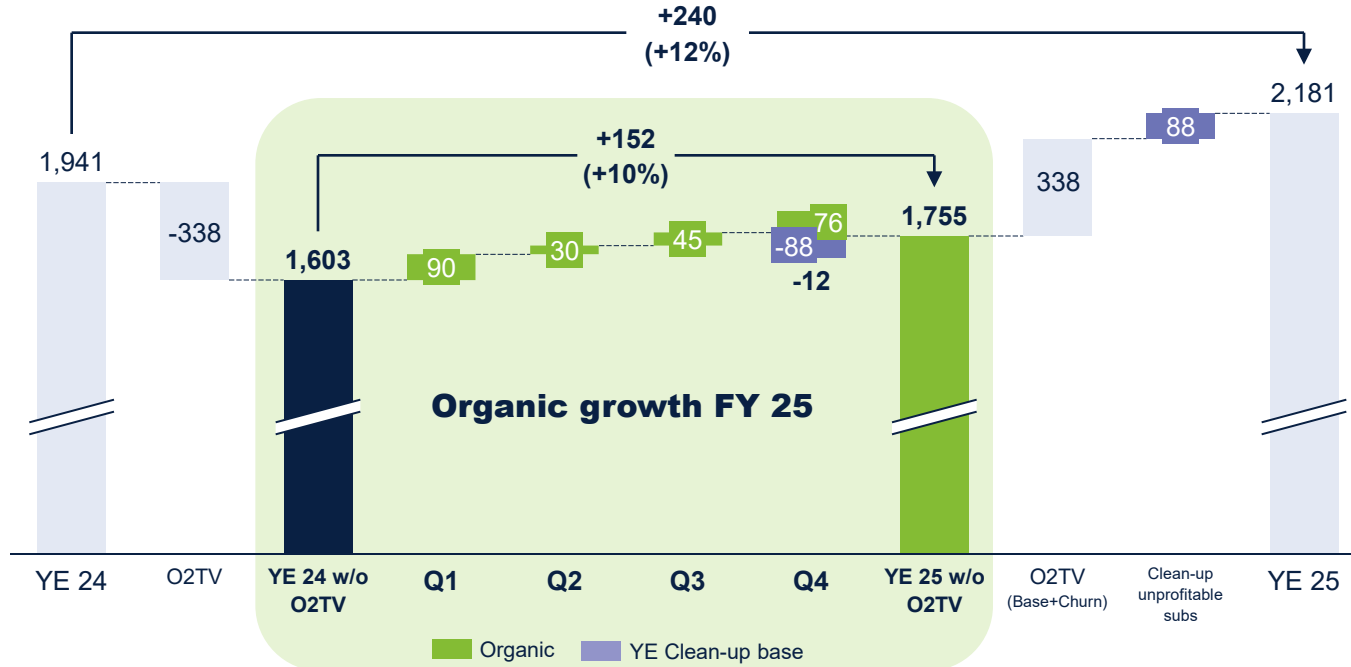
\* Research on market share of linear TV distribution channels in Germany in 2025; provided by Kantar Group (a leading international market research company)

TV and Media

# waipu.tv organic growth as expected

## waipu.tv subscribers

in k



**FY 25 Guidance:**  
*noticeable growth*

**Reached** by organic growth

**Undershot** by reported growth

Group

# Clear priorities and guidance for FY 26

## Focus areas

- Strengthening **premium brand “freenet”**
- Enhancing **customer base value management**
- Further optimising **conversion efficiency**
- Integrating **mobilezone** channels
- Reaccelerating **waipu.tv** growth
- Integration of **AI** into core business processes



## Guidance

### **Postpaid subs**

Moderate growth

### **Postpaid-ARPU**

Moderate decline

### **waipu.tv subs**

Noticeable growth

# Financial Update

## Ingo Arnold

CFO



**Remark regarding Gravis:**

Gravis Computervertriebsgesellschaft mbH, Berlin (hereinafter referred to as "Gravis") discontinued its business operations as of 30 June 2024. In accordance with the IFRS 5 accounting standard, the activities of Gravis and certain business transactions directly related to the closure of Gravis in other freenet AG Group companies represent the discontinued operations of Gravis. In accordance with IFRS 5.34, the previous year's figures, as well as the 2025 figures, relate to continuing operations only.

**Further remark regarding 2024 financial figures:**

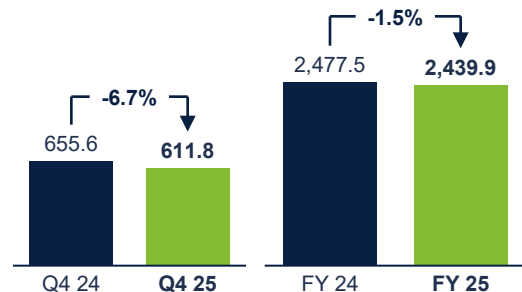
For restatements of the 2024 figures, please refer to the explanations in note 2 in the selected explanatory notes in accordance with IAS 34 in the 2025 Half-year report.

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# Despite headwinds profit figures stable yoy

## Revenues

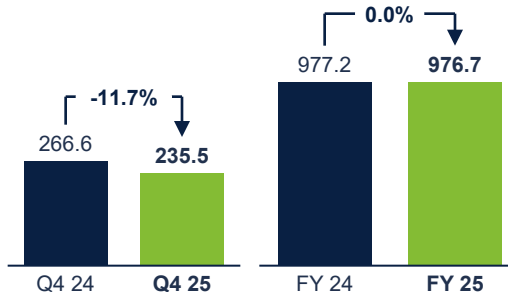
EURm



- Top-line is affected by the absence of revenues from a Wifi-business (The Cloud) which was sold mid-2025; underlying remains resilient
- Revenues from high-margin services continued to grow (Postpaid + IPTV)
- Guided moderate growth missed slightly

## Gross profit

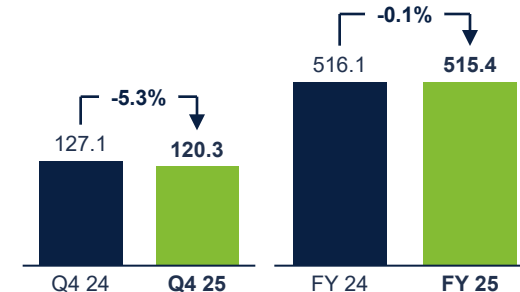
EURm



- Gross profit in Q4 highly impacted by three negative topics compared to previous year:
  - (1) 2<sup>nd</sup> sale of IP-addresses took place in Q3/25 (last year in Q4/24: EURm 18.4)
  - (2) Wifi-business (The Cloud) contributed GP EURm 4.9
  - (3) Conservative accounting of a single MNO agreement at YE 25 led to EURm -12.9 impact

## Adj. EBITDA

EURm



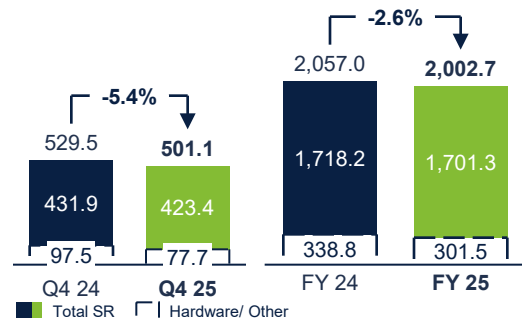
- Adj. EBITDA w/o the high negative effect of EURm 12.9 from a single MNO agreement would be EURm 528.3
- Figure therefore, fully within the guided range (EURm 520-540) and capital-market expectations

## Mobile Communications

# Underlying performance trends remain intact

### Revenues

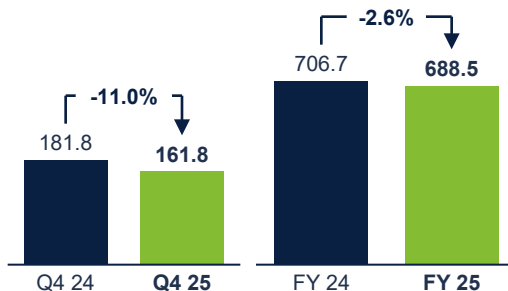
EURm



- Hardware/Other affected by The Cloud disposal and a shift to SIM-Only
- SR temporarily affected by clean-up of low-quality revenues (Prepaid)
- Postpaid SR grew by 0.3 % YTD (*next slide*)

### Gross profit

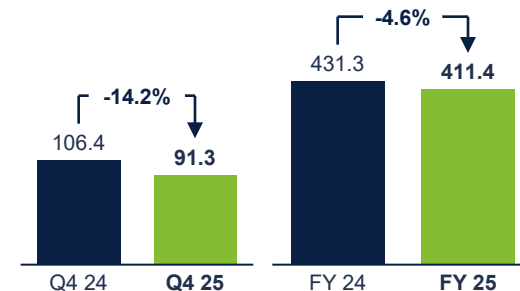
EURm



- Lower gross profit of in Q4/25 based on:
  - (1) The sale of The Cloud (EURm 4.9 in Q4/25)
  - (2) Gap from the conservative accounting of a single MNO agreement at YE 25 (EURm -12.9); subject to discussions
- Gross margin holds steady at 34.4%

### Adj. EBITDA

EURm



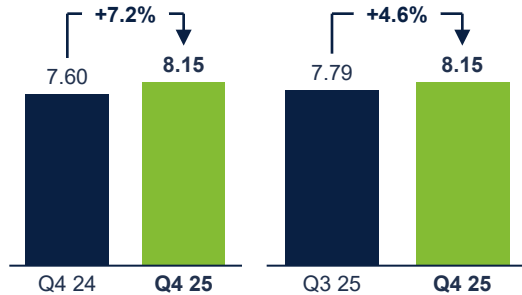
- Adj. EBITDA, if excl. EURm -12.9 from conservative interpretation of a single MNO agreement, fully within the guided range (EURm 424.3)

## Mobile Communications

# Growth in Postpaid subs offsets ARPU-decline

### Postpaid subscribers

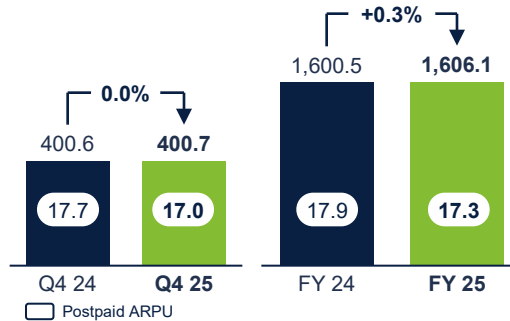
m (end of period)



- Postpaid net adds continued to grow significantly faster than in same quarter of the previous year (+117k vs. +103k)
- +240k driven by the year-end closing of the mobilezone GER acquisition

### Postpaid SR/ARPU

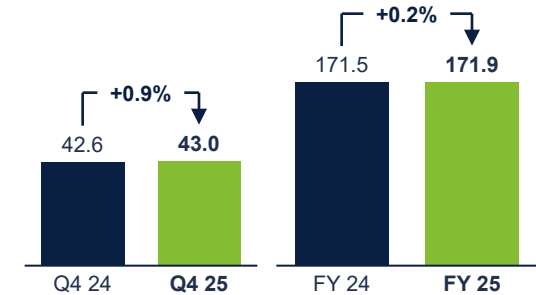
EURm / EUR



- Postpaid ARPU remained at the new, expected lower level
- Postpaid subscriber growth over-compensated ARPU-decline within SR
- Trends are expected to continue short-term, although ARPU for new customers is rising again (see Slide 6)

### DLS revenues

EURm

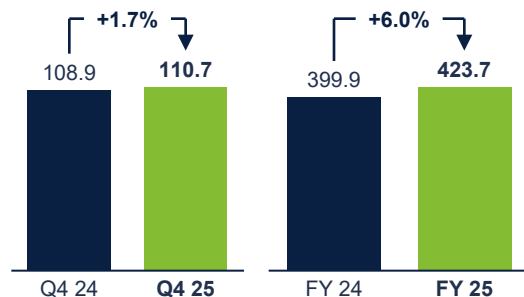


- DLS revenues fully recovered after the change of accessory supplier in Q1

## TV and Media

**waipu.tv adj. EBITDA w/ record of EURm 36.0****Revenues**

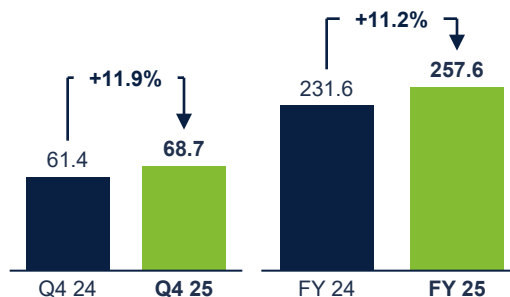
EURm



- Revenue growth mainly driven by waipu.tv's higher profitable customer base
- Contract with P7S1 regarding targeted advertising generates first revenues
- waipu.tv's revenue share continues to grow; now above 50%

**Gross profit**

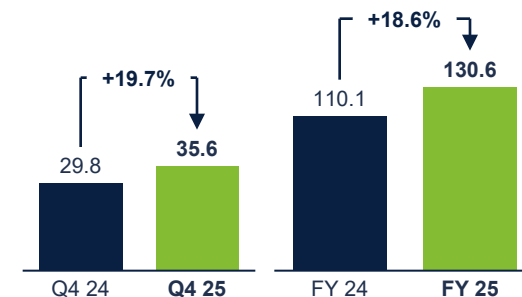
EURm



- Gross margin remains high (~61%)

**Adj. EBITDA**

EURm



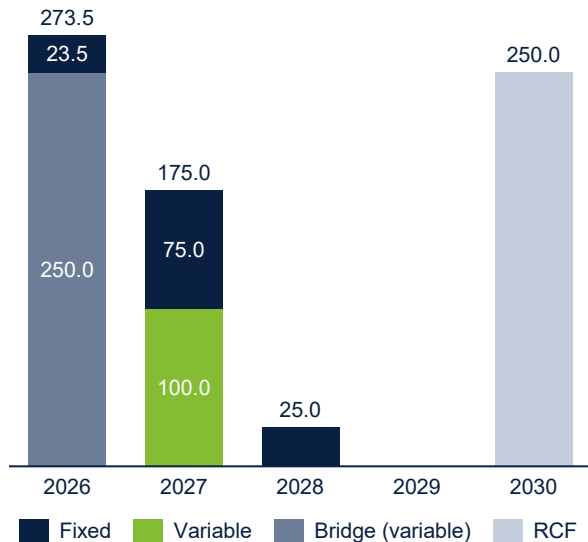
- Q4 adj. EBITDA up significantly due to waipu.tv (+EURm 11.0)
- Adj. EBITDA for FY 25 at waipu.tv at record of EURm 36.0
- Adj. EBITDA for the segment therefore within the guided range (upper end)

Group

# Financial structure as of 31 Dec 2025

## Debt maturity

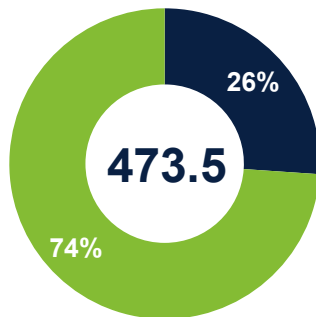
EURm



## Gross debt

(excl. accrued interest/RCF)

EURm



## B/S KPIs

### Cash

EURm



168.2

### Equity ratio



41.7%

Threshold:  
≥25%

### Leverage



1.2x

Threshold:  
≤3x

### Leverage

(w/o leases)



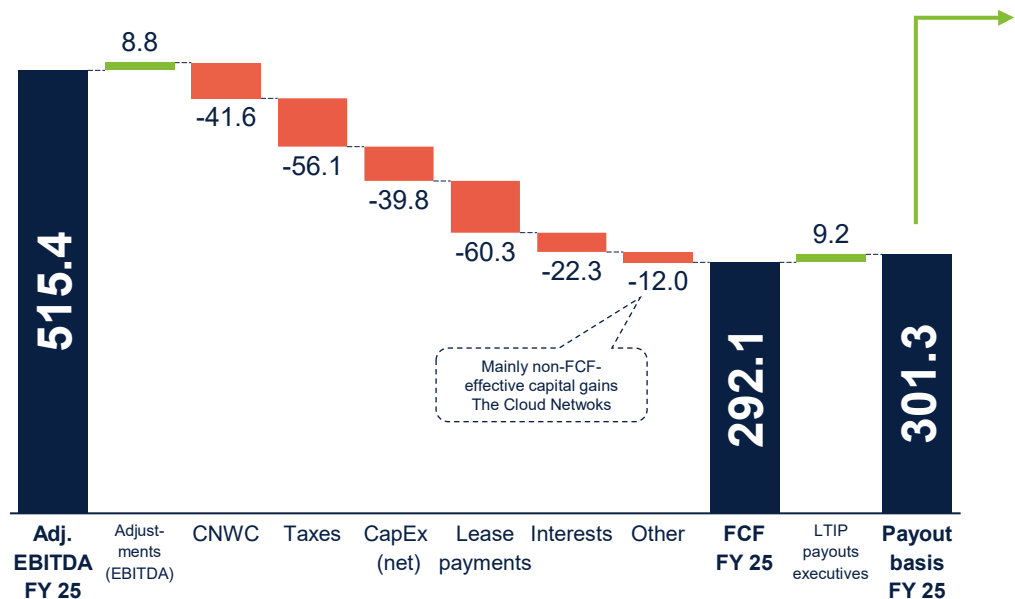
0.8x

Group

# Maintaining a reliable dividend payout

## Adj. EBITDA to FCF to payout basis

EURm



**80** % of  
**2.07** Payout basis  
EUR  
DPS proposal

*No SBB planned for FY26, capital allocation prioritizes investments in the business*

**FY 25 Guidance:** EURm 300-320

**Undershot** due to former executives exercising LTIP awards

Group

# 2026 Guidance and reliable DPS

freenet Group	Unit	2025 Actuals	2026 Guidance
Revenue	EURm	2,439.9	Significant growth
Adj. EBITDA	EURm	515.4	500 - 530
Adj. Free cash flow	EURm	292.1	270 - 300

Segment Mobile	Unit	2025 Actuals	2026 Guidance
Revenue	EURm	2,002.7	Significant growth
Adj. EBITDA	EURm	411.4	390 - 420
Postpaid ARPU	EUR	17.3	Moderate decline
Postpaid customers*	m	8,241	Moderate growth

Segment IPTV	Unit	2025 Actuals	2026 Guidance
Revenue	EURm	220.0	Noticeable growth
Adj. EBITDA	EURm	36.0	45 - 55
waipu.tv subs**	m	1,755	Noticeable growth

Segment Other/ Holding	Unit	2025 Actuals	2026 Guidance
Adj. EBITDA	EURm	68.0	65 - 75

\* 2025 figure incl. 95k subs from App-based tariffs (FUNK and Flex)

\*\* excl. O2TV subs from cooperation w/ Telefónica Deutschland

**DPS 2026-2028**  
Higher amount of:  
(1) 80% adj. FCF or  
(2) minimum DPS of  
EUR 2.0

“The defined minimum dividend anchors dividend expectations in the upper third of the 2026 FCF guidance, thereby enhancing payout certainty.”

# 2028 Ambition

## freenet AG

Robin Harries (CEO)

Ingo Arnold (CFO)



Group

# freenet's strategy focuses on two segments



## Mobile

- ~10% market share
- >8m Postpaid customers
- All networks
- Multi-brand strategy
- Strong sales channels

**Maintain & grow  
MSP business**



## IPTV

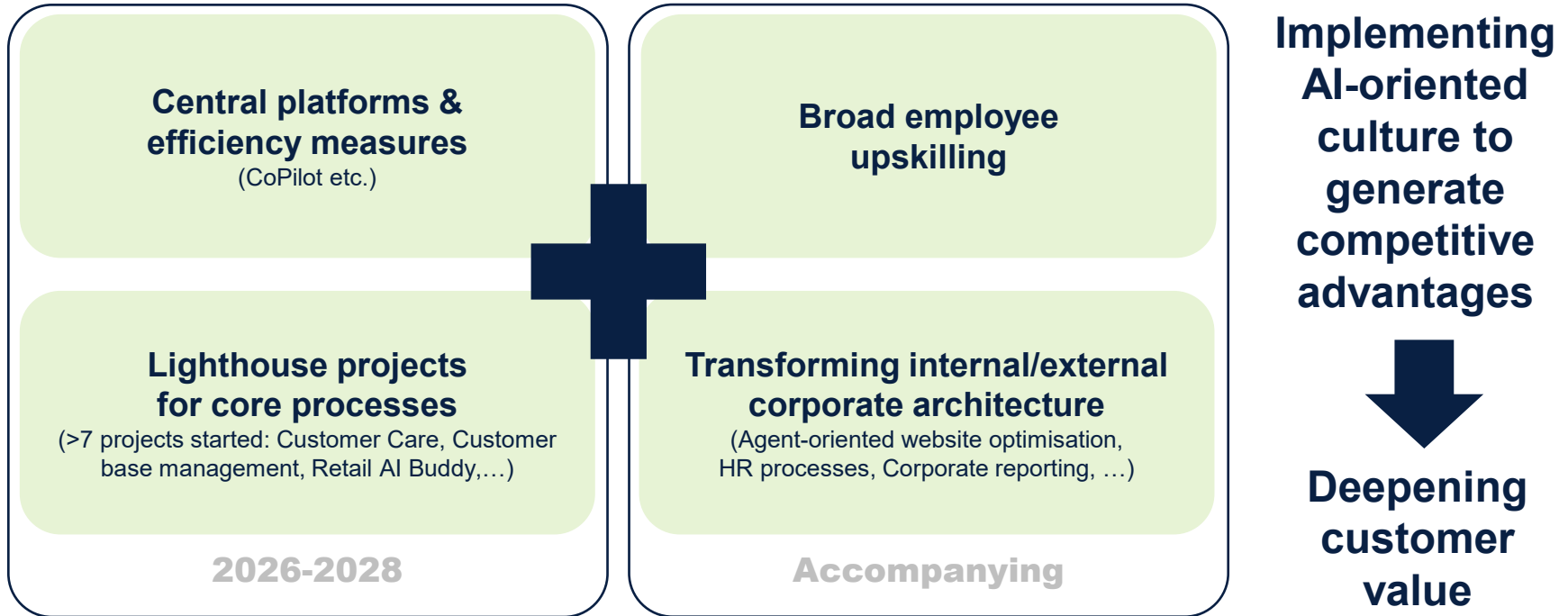
- ~20-25% market share
- ~2m customers
- Highly recommended by customer & press
- Structural change in linear TV access market

**Expanding strong #2  
position in Germany's  
growing IPTV market**

**Scaling  
capabilities  
with an  
AI-first  
operating  
model**

Group

# Transforming freenet to a leading AI Telco



Mobile Communications

# Taking advantage of our strengths in mobile



**Focus**

**Customer base**

**Customer acquisition**

**Lever**

All networks  
Customer Value Management  
AI-Support

Premium strategy  
Brandformance  
Online Channels

**Ambition**

Churn ▼  
Sales-after-service ▲

Conversion ▲  
ARPU = / ▲

**Anticipated market environment**  
4 networks, prepaid to postpaid shift,  
stable market shares, no ARPU shocks

**Adj. EBITDA  
by 2028:  
+EURm30**  
(base 2025)

IPTV

# Expansion of waipu.tv a 2<sup>nd</sup> core business



**Focus**

**Customer base**

**Cross-monetisation**  
(new revenue streams)

**Lever**

Content aggregation strategy  
Cutting edge platform  
Big screen substitution

Targeting Advertising  
Upselling  
Partnerships

**Ambition**

Subscription revenues ▲

Advertising revenues ▲  
B2P revenues ▲

**Anticipated market environment**

IPTV shift persists, linear TV remains relevant,  
IPTV & VoD complement each other, stable own market share

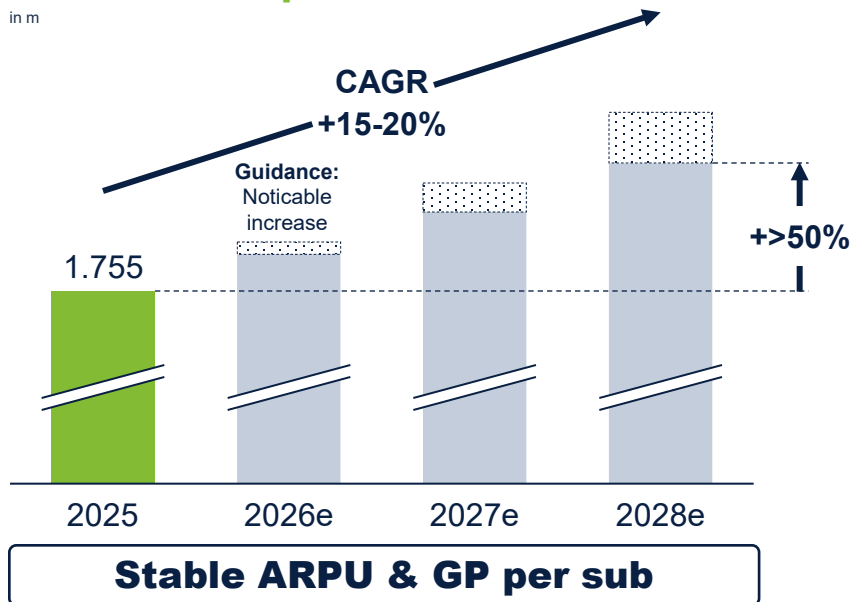
**Adj. EBITDA  
by 2028:  
≥+EURm85**  
(base 2025)

IPTV

# New expected growth path for waipu.tv

## Subscriber growth based on expected IPTV market expansion

in m



## Advertising partnerships closed with major German broadcasters

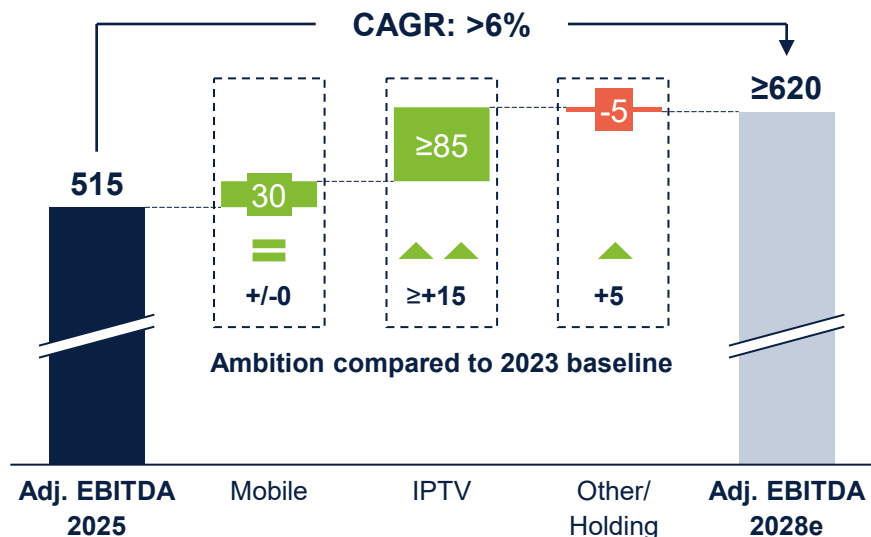


**Driver: subscriber base & ad inventory**

# Group 2028 financial ambition (updated)

## Adj. EBITDA bridge (rebased to 2025)

EURm



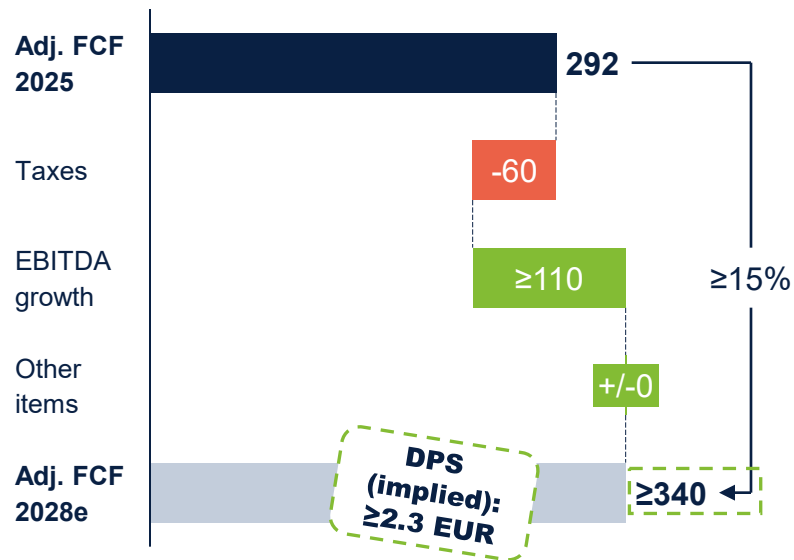
## Remarks on updated 2028 ambition

- Mobile initiatives launched in 2025/2026 will gradually take full effect by 2028
- Gap from a single MNO agreement assumed due to conservatism (Q4 25: EURm -12.9) may increase in 2026 to in total EURm 50.0 per year (continuing until 2028); however, this is still subject to discussion
- Negotiations with partners to revive freenet energy and freenet Internet are promising; low revenue growth assumed
- IPTV outlook based on historical performance and validated market benchmarks
- Growth assumptions for waipu.tv are based on the existing partnership framework; potential new partnerships not yet reflected
- AI-supported efficiency measures to structurally flatten the cost curve will be gradually integrated
- No M&A or other inorganic growth is included in the plan

# Group 2028 free cash flow ambition updated

## Adj. FCF bridge (rebased 2025)

in EURm



## Capital allocation priorities

### 1<sup>st</sup> Dividend

- 2026-2028: Minimum DPS of EUR 2.0 or
- 80% adj. FCF (whichever is higher)

### 2<sup>nd</sup> Growth

- Strategic investments into Mobile and IPTV
- M&A: mainly customer acquisition

### 3<sup>rd</sup> SBB/Debt relief

- SBB: situational decision
- Debt relief: No need, high equity ration, low leverage

Group

# What freenet will stand for in 2028



## Mobile

- Growing customer base
- AI-first operating model
- Steady profitability

**Highly cash-generating**



## IPTV

- Up to 3m customers
- Targeted advertising as additional revenue stream
- EURm  $\geq 120$  adj. EBITDA

**Strong 2<sup>nd</sup> core business**



## Solid equity investment

- Low leverage
- High equity ratio
- Growing adj. FCF
- 80% dividend payout

**Healthy balance sheet**

# Q&A

## Contact

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[IR website](#)

[IR events](#)

[IR downloads](#)

[Website 2025 FY](#)

## Upcoming events

27.02.2026	Frankfurt	Roadshow DZ Bank
05.03.2026	Virtual	10th Virtual ODDO BHF TMT Forum 2026
10.03.2026	London	Citi's 2026 TMT Conference

# Appendix

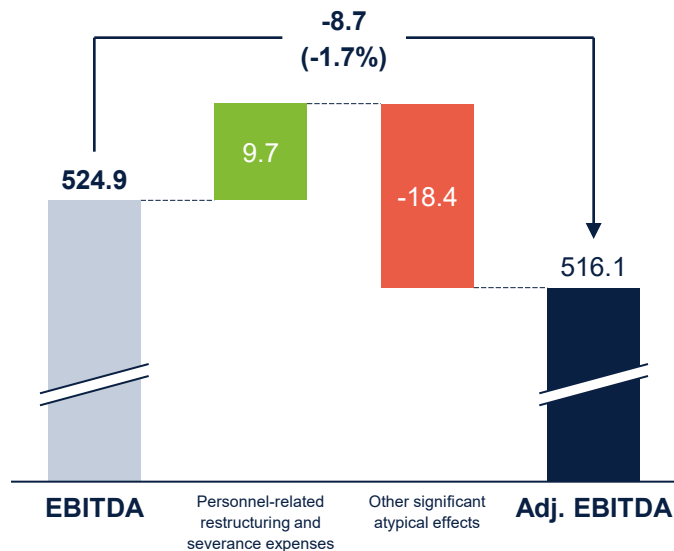
- Reconciliation of EBITDA to adj. EBITDA
- 2026 (adj.) EBITDA to (adj.) FCF bridge (expected)

# Group

## EBITDA to adj. EBITDA bridge

### Adjustments: EBITDA FY 24

EURm



### Adjustments: EBITDA FY 25

EURm



Group

# 2026 (adj.) EBITDA to (adj.) FCF bridge

## (Adj.) EBITDA to (adj.) FCF bridge

EURm

